Growing SLU Business Plan

**Project title:** CME/CE platform for the development and delivery of on-line continuing education (Accredited enduring material, on demand).

**One sentence project description:** SLU does not have the platform to offer accredited enduring material and we are missing out on the market to bring new learners into our system, as well as adding on-line faculty development and quality and patient safety courses for our scope of learners within SLUCare system.

1. **One paragraph summary of project:** The committee is looking at the existing software that is currently being used in the SLU CME Program, which is being used for all continuing medical education (CME) activities, continuing education (CE) activities in the School of Nursing, for all Pathology CE, and for the geriatrics division for their CME/CE activities. The standard software agreement works well for on-line registration, income tracking of payments, reporting, email blast, and certificates, and lifelong learning records. In order to include the enduring material piece, that will bring revenue and exposure for the university, we need to upgrade the software. Continuing material are educational materials that are captured and available for participants worldwide to view on demand. The software would provide all of the accreditation requirements needed to ensure compliance and capability to provide CME/CE certificates to the participants.

2. **Expected timeline for implementation, including stages or phases if necessary:**

   **Phase one: Requirements**
   - Review the potential to extend the current system (e.g. upgrading to higher-capacity Package)
   - Review and discuss the demonstration, with the proposed partner, held on July 18th. The demo details what the proposed package would bring to the CME CE enduring material efforts as well as adds other functions such as bar code scanning for attendance and/or texting as proof of attendance. This would alleviate the need for sign in sheets and posting of attendance into the database.

   **Phase Two: Financial Updates, Contract Review and Approval**
   - Work with SLU Treasury Services to set up merchant accounts for each department so funds captured through the system will deposit into the correct department/division account.
   - Review contracts with the Office of General Counsel
   - Send fully executed copy of contract back to the vendor, set implementation date
   - Start training of course managers per department using the system (this will be ongoing as new departments are added) Social Work will be the pilot program and will be trained
first. We will add their enduring material as they are captured and ready to make available for participants to view. Other departments will be added as requests are made and training personnel is available to bring them on-line.

- Business Managers for each department/division will need to be trained or have an employee trained for management of income and web deposits per the merchant set up with the SLU Treasury Services team

**Phase Three: Implementation**

- Review plan to work with Gene Carroll and to identify and train at least one other SLU staff member to capture material, either during live presentation, or in studio. Items to be considered:
  - Fees for their service
  - Fees for purchase of second set of equipment
  - Scheduling of recording service (when technician and equipment available, first come first serve or other determining factors)
  - IT employee as back up for capture of material

**Phase Four: Train and Support**

- Pilot one activity with each department/division to make sure all training has been completed, funds are being captured to the correct account, certificate are formatted, and all compliance requirements are completed
- Set up a special fund for all departments to IDO money into for payment of following year software fees, fee per participant to be determined according to expense
- This software for enduring material can be used by all accredited programs at SLU that provide continuing education certificates as well as work force certificates. It can also be used for departments that want to add training material specific to their employees and provide a completion certificate for the employee file.

**Positive financial impact on SLU (additional revenue), including business model:**

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td>10,000</td>
<td>15,000</td>
<td>20,000</td>
<td>20,000</td>
<td>25,000</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td>20,000</td>
<td>15,000</td>
<td>15,000</td>
<td>15,000</td>
<td>15,000</td>
</tr>
<tr>
<td><strong>Net income</strong></td>
<td></td>
<td></td>
<td>5,000</td>
<td>5,000</td>
<td>10,000</td>
</tr>
</tbody>
</table>

Note: it is not required that you use the table provided above. However, this could be a helpful starting point for describing financial impact.

The positive impact on SLU through additional revenue will rely on how many new activities are added to the portal and how many users use the material for their CE. Tuition and certificate fees as well department use fees will be a means to capture the revenue. Joint sponsors such as SSM Health Care that currently does not have the capability of enduring material platform may be a good source
of revenue. Because we have never had the ability to produce enduring material we are guessing at how many participants we will have. It may take a year or two to realize additional revenue.

A new contact has been made in the past few days that would help us to recoup the fees and put SLU on the world stage. The World Continuing Education Alliance (WCEA) is looking for an educational partner in Social Work and Medicine that can provide on-line, enduring material that will be distributed worldwide through their platform. At this time they are working with other universities, colleges, and education partners in the US that provide Veterinary and Optometry educational material. The link to view the list of partners is website it http://www.wcea.education/partners. Their home page is http://www.wcea.education.

From their website:
“In 2010 The World Continuing Education Alliance (WCEA) founder Graham Hellier MBE commissioned research into the needs and requirements of professionals worldwide with regards to their professional development and license renewal.
Research showed that the requirements to stay up to date and maintain license are increasing yearly and around the world but there was no global response to this issue.
After an extensive R&D program the WCEA soft launched in 2012. In 2014 agreements were made with both the World Veterinary Association (WVA) & World Council of Optometry (WCO) to develop global networks of education in their respective industries.
Both the WVA & WCO networks now represent the largest educational resource for veterinary & optometric professionals ever compiled.
As the WCEA platform delivers education in new countries and territories its features and functionalities constantly update to adhere to or exceed legislated requirements for the delivery of mandated continuing education.
Networks in the fields of dentistry, pharmacy, real estate, legal, nursing & medicine are currently in development.
By utilizing cloud technology and education provider discounts the WCEA is committed to bridging educational gaps between the developed and developing world."

In order to add our university to this list we need to prove that we can produce quality educational material to be used for worldwide distribution. At this time we do not have that capability and no platform for delivery. The addition of the proposed software would enable enduring on-line educational activities to be produced for our local, regional, and worldwide viewing.

• **Positive non-financial impact on SLU:**

  1. The addition of enduring material CE will provide greater recognition of SLU as a provider to the professional community for continuing education. Additionally, there may be increased referrals to SLUCare from participant’s receiving continuing education through the on-demand offerings due to having connections with our SLUCare physicians that present the material.
  2. Name recognition as being a premier on-line education vendor.
  3. Increased connection to our alumni who live outside of the St. Louis area who have expressed strong interest in spending professional development dollars with SLU rather than other sources.
• Enrollees should be able to register using any email account and not be required to have a SLU user account. Corporate users should not automatically become SLU alumni because they took a Continuing Education course.

• **How this project relates to what other universities or programs are doing**

[OPTIONAL]: Saint Louis University is behind compared to other universities for enduring materials (recorded professional education available on-line). Several other universities have been recording and hosting their regularly scheduled conferences (RSS) such as Grand Rounds, Tumor Boards, and Journal Clubs for over two years. Cincinnati Children’s Hospital has several hundred recorded RSS offerings. Cedars Sinai just launched their first four enduring materials last week. Beaumont School of Medicine has purchased a learning management system and is starting the process of uploaded their enduring material now. So the use of on-line pre-recorded educational material has been around for years. Getting the software to provide all of the compliance requirements and run a smooth seamless interface has been a challenge that a lot of CME CE providers do not have the staff or the capital to make it happen. As discussed, several universities that provide on-line activities have been successful in reaching a wider number of participants while others like SLU are behind. Bottom-line: anyone not providing on-line enduring materials to their learners is missing out on a big market. Please review the attached information from the ACCME public reporting for 2015. Enduring material activities formatted by other school of medicine CME/CE programs. Please note at the time of the 2015 annual report there was a total of 130 Medical Schools that are ACCME providers that can offer AMA credits to their learners. Out of those CME providers’ only 6,659 internet enduring materials and 592 other types of enduring materials (books, manuscripts, and articles) were available compared to the total number of other types of courses for 2015, other total 19,943. You can look at this data two ways. One, there is not that many enduring material activities that we will be competing with or two it is a big market that we are not a part of. We need to capture this market and do it well so we have repeat customers over the participants’ lifelong learning years.

• **Questions that still need to be answered** [OPTIONAL]:
  o Will the SLU IT interface support this software if multiple departments are using it at the same time or will the system be overloaded and run too slow, making the user look elsewhere for a more robust system?
  o Will the SLU Treasury Services team be able to get merchant accounts set up and training for web deposits and journal entry of banking fee charges?
Summary
The team has determined that this would be phase one of a larger picture. We are hopeful that this proposal will be the starting point for a platform search for an overall university wide continuing education system that will work well for all that are providing CE to the multitude of learners that we could draw to the university for live activities, streaming live activities, and enduring material. The type of educational material that our faculty and staff could produce is only stifled by the lack of technology to pull it together in a seamless high quality accredited product.

If you have any questions, please contact David at hakansond@slu.edu or Victoria at whitakervl@slu.edu.

Due date: Updates due End of August